

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 16, 1998

RJR Account #315288

Mr. J. Mitiguy
DOWLINGS, INC.

FEBRUARY CTS: DORAL BUY 1 CARTON GET 5 PACKS FREE / PROMOTION #800021

Dear John:

DORAL Gratis product (6M), and matching Live product (12M), has been ordered, along with 15-Pack Carton Kits, Item #536813, and P.O.S. Kits, Item #536822 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

Product PO # 216A ; Displays PO # 216B

8027-0774

<u>DORAL BRAND STYLES</u>	<u>#/ (6M) GRATIS Cases</u>	<u>GRATIS UPC Code</u>	<u>#/ (12M) LIVE Cases</u>	<u>LIVE UPC Code</u>
Light	1	12300-21861	1	12300-15112
Lt 100	2	12300-24987	2	12300-15212
Men Lt 100	1	12300-24990	1	12300-15812
FF	1	12300-21859	1	12300-16612
FF 100	2	12300-24988	2	12300-15312
Ult Lt 100	1	12300-24991	1	12300-16712

15-Pack Carton Kits (Item #536813)

SKU CUBE: 1.8512
SKU WT (w/o Product): 4.4800 lbs
Retail Sales Offer per Sku: 20 units

Billing per Sku: 20 Savings Cartons

Product / Display Arrival: February 4, 1998

Ship Date to Retail: Week of: February 16, 1998

EFT \$ Amount: \$4,757.57

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BCTNG5F
DOWLINGS, INC.

Promotion Description:

Each Doral *gratis* case contains 60 five-pack offers. Place one live Doral carton into the promotional 15-pack carton and place one five-pack *gratis* offer into the 15 pack carton to complete the offer. Special complimentary tear-tape is on all *gratis* packs. Close and tape the display case.

Display Load: Twenty 15-Pack Cartons Per Display; ensure brand mix.
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100

SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH RETAILER LISTED.
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$9.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to **\$72.00 (8 (12M) case(s) @ \$9.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

D-BCTNG5.DOC

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PROMOTION #800021: DORAL BUY 1 CARTON GET 5 PACKS**CUSTOMER LIST**

REFER TO 'WHOLESALE PACKING INSTRUCTIONS' FOR DISPLAY SET-UP

ONE 15-CARTON KIT (ITEM #536813) = TWENTY 15-PACK CARTONS PER SKU.

SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH ACCOUNT LISTED.

BRAND LOAD PER DISPLAY:

ONE EACH (15-PACK CARTONS): DORAL LT/ LT MEN 100 / FF / ULT LT 100

THREE EACH (15-PK CARTONS) DORAL LT 100/ FF 100

#/ CARTONS PER STYLE

D O R A L

THREE EACH (15-PK CARTONS) DOWLEY 10W 11 100																	
SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE		LT	LT	LT	FF	FF	ULT		VAP DIRECT ACCT	DIR ACCT		
							100	MN	100	100	100	100	VAP SIS#	NAME	SUPPLIER #		
162301	633761	MINOR'S DISCOUNT BEV	375 LAKE ST	ST ALBANS	VT	GRATIS	20	40	20	20	40	20	315288	DOWLINGS INC.	2684		
						LIVE	40	80	40	40	80	40					
162301	743959	ALBURG GO GO MART	RR2 ALBURG	ALBURG	VT	GRATIS	10	20	10	10	20	10	315288	DOWLINGS INC.			
						LIVE	20	40	20	20	40	20					
							1	2	1	1	2	1	Number of Gratis / Live Cases Each				
						24	15-CARTON KITS, ITEM #536813										
						2	P.O.S. KIT, ITEM #536822										

WHOLESALE PACKING INSTRUCTIONS

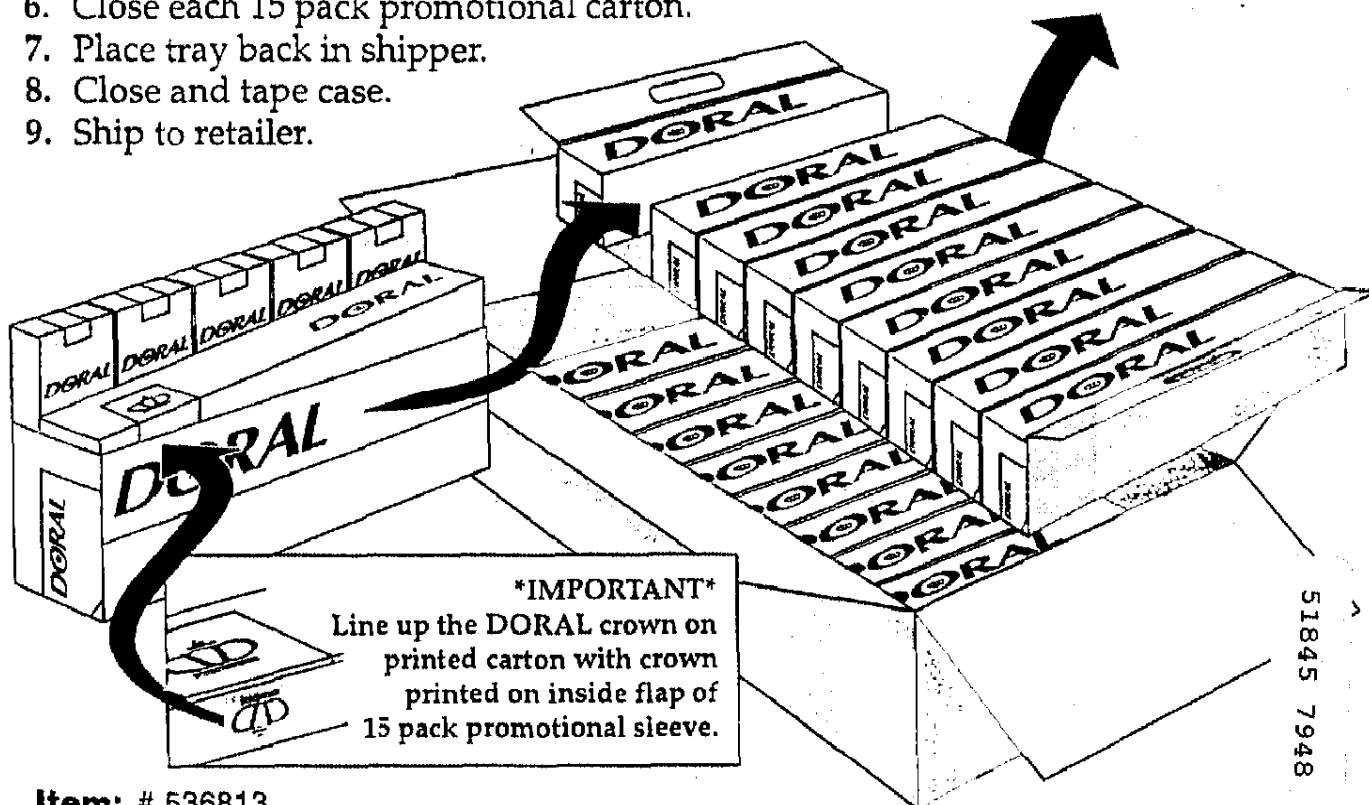
VALUE ADDED PROMOTIONS

1ST QTR. '98

February DORAL Buy 1 Carton Get 5 Packs Free

STEPS

1. Open DORAL Buy 1 Carton Get 5 Free shipping case which holds 20 offers.
2. Remove Top tray which holds 10 offers-set aside.
3. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on bottom level of promotional shipper (10 offers). Gratis product is in white cartons.
4. Close each 15 pack promotional carton.
5. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on top shelf of promotional shipper (10 offers). Gratis product is in white cartons.
6. Close each 15 pack promotional carton.
7. Place tray back in shipper.
8. Close and tape case.
9. Ship to retailer.



Item: # 536813

Description: DORAL Buy 1 Carton Get 5 Packs Free CTS Carton kit

Brand Style	LT	LT 100	LT MEN 100	FF	FF 100	ULT LT 100
Number of Cartons	Cnsume Brand mix in Display					

Another Great Deal From America's #1 Selling Value Brand: Buy A Carton & Get 5 Packs Free

Special Carton -

This 5 Packs Free promotion is a great way to give customers a special Doral Bonus. Our new promotional carton contains 15 packs of Doral (10 in a regular carton, plus 5 extra packs), saving your customers money and driving your sales up, up, up.



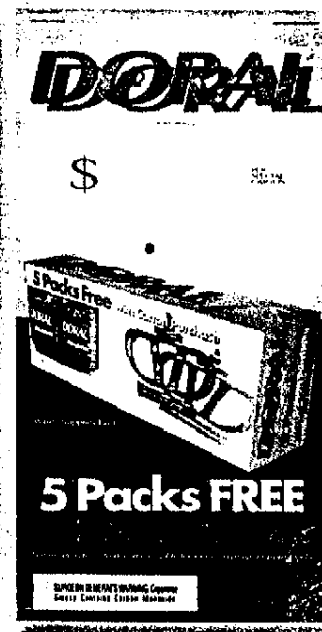
8-Case Header

tops off your store display. Includes promotion, information and pricing area.



Special 8-Case Side Card & Poster

increases customer awareness along with offering additional in-store advertising opportunities. Side card easily attaches to display, while the 21" x 39" poster is an impactful piece to announce the price of this great offer.



Details -

- 20 special cartons per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Get 5 packs free with carton purchase

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PROMOTIONAL COORDINATOR8890 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 834-8170
FAX (716) 834-3145

January 18, 1988

RJR Account #315288

Mr. J. Mkguy
DOWLINGS, INC.**FEBRUARY CTS: DORAL BUY 1 CARTON GET 5 PACKS FREE / PROMOTION #800021**

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Rich-
Need
PO #s!
J

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